



REPUBLIKA NG PILIPINAS  
 TANGGAPAN NG PANGULO  
**LUPON SA MGA LARO AT LIBANGAN**  
 (Games and Amusements Board)  
 Legaspi Towers 200  
 Paseo de Roxas,  
 Makati City

**BIDS AND AWARDS COMMITTEE**  
**SUPPLEMENTAL BID BULLETIN NO. 02**  
**(As required by Section 22.5 of the 2016 Revised IRR of RA 9184)**

**GAB 2021 MEDIA PLAN**

This Supplemental Bid Bulletin No. 2 is issued to modify or amend the item in the Bid Documents. This shall form as an integral part of the Bid Documents.

The **GAB 2021 Media Plan with an Approved Budget for the Contract of Php3,000,000.00** was published on March 15, 2021 wherein the Opening of Bids was scheduled on April 08, 2021 per Supplemental Bid Bulletin No. 01 dated March 25, 2021.

The Bids and Awards Committee together with its Technical Working Group has rescheduled the Opening of Bids due to the extension of the Enhance Community Quarantine.

Thereby modification of the Calendar of Procurement Activities, Schedule of Requirements, and Technical Specification/s are as follows:

<b>REFERENCE</b>		<b>AMENDMENT/CHANGE/ CLARIFICATION</b>	
Last Day of Dropping/Submission of Bids	Opening of Bids & Eligibility Check	Last Day of Dropping/Submission of Bids	Opening of Bids & Eligibility Check
<del>April 08, 2021,</del> GAB Main Office, <del>12:00 noon</del>	<del>April 08, 2021,</del> GAB Main Office, <del>1:00 p.m</del>	<b>April 22, 2021,</b> <b>GAB Main Office,</b> <b>12:00 noon</b>	<b>April 22, 2021,</b> <b>GAB Main Office,</b> <b>1:00 p.m</b>

<b>REFERENCE</b>			<b>AMENDMENT/CHANGE/ CLARIFICATION</b>		
<b>Pages 29 – 31</b>					
<b>Schedule of Requirements</b>					
Description	Qty	Delivered, Weeks/Months	Description	Qty	Delivered, Weeks/Months
Once a month LIVE TV interview for a period of	1 lot	<del>Every 20<sup>th</sup> to the 30<sup>th</sup> or last day of the month. This</del>	Once a month LIVE TV interview for a period of	1 lot	<b>Submit the proposed schedule of the</b>

<p>eight (8) months of any member of the Board and/or GAB representatives with a reputable TV station and news anchor. The station must also have a high number of viewers.</p> <p>Coverage: Nationwide and with corresponding Facebook or YouTube livestreaming</p> <p>Duration: 5 minutes</p> <p>Timeslot: Primetime Slot (11:00 A.M. to 12:00 nn or 6:00 PM)</p> <p>Covered Period: <del>April 15- November 30, 2021</del></p>		<p><del>is to give leeway for data gathering and writing as some newsworthy events may happen at the end of the month.</del></p> <p>Deliverables: Project start on <del>April 15, 2021 end on November 30, 2021</del></p>	<p><b><u>seven (7) months</u></b> of any member of the Board and/or GAB representatives with a reputable TV station and news anchor. The station must also have a high number of viewers.</p> <p>Coverage: Nationwide and with corresponding Facebook or YouTube livestreaming</p> <p><b><u>Duration: 7 to 8 minutes</u></b></p> <p>Timeslot: Primetime Slot (11:00 A.M. to 12:00 nn or 6:00 PM)</p> <p>Covered Period: <b><u>May 2021- November, 2021</u></b></p>	<p><b><u>interview to determine the availability of the members of the Board or authorized representative of the latter.</u></b></p> <p>Deliverables: The execution of the plan/project shall start on <b><u>May 01, 2021 and shall end on November 31, 2021.</u></b></p>
<p>Once a month LIVE radio interview for a period of <del>eight (8) months</del> of any member of the Board and/or GAB representatives with a reputable radio (AM) station and popular news anchor. The program must also have a high number of listeners and/or reach.</p> <p>Coverage: Nationwide and with corresponding Facebook or</p>		<p><del>Every 20<sup>th</sup> to the 30<sup>th</sup> or last day of the month. This is to give leeway for data gathering and writing as some newsworthy events may happen at the end of the month.</del></p> <p>Deliverables: Project start on <del>April 15, 2021 end on November 30, 2021</del></p>	<p>Once a month LIVE radio interview for a period of <b><u>seven (7) months</u></b> of any member of the Board and/or GAB representatives with a reputable radio (AM) station and popular news anchor. The program must also have a high number of listeners and/or reach.</p> <p>Coverage: Nationwide and with corresponding Facebook or</p>	<p><b><u>Submit the proposed schedule of the interview to determine the availability of the members of the Board or authorized representative of the latter.</u></b></p> <p>Deliverables: The execution of the plan/project shall start on <b><u>May 01, 2021 and shall end on November 31, 2021.</u></b></p>

<p>YouTube livestreaming</p> <p>Duration: <del>5</del> <b>minutes</b></p> <p>Timeslot: Primetime Slot (8:00 AM-10:00 A.M. or 6:00 PM)</p> <p>Covered Period: <del>April 15-</del> <del>November 30,</del> <del>2021</del></p>			<p>YouTube livestreaming</p> <p>Duration: <b><u>7 to 8 minutes</u></b></p> <p>Timeslot: Primetime Slot (8:00 AM-10:00 A.M. or 6:00 PM)</p> <p>Covered Period: <b><u>May 2021-</u></b> <b><u>November, 2021</u></b></p>		
<p>Once a month news conference at the GAB Main Office in Makati or via online for a period of <del>eight (8) months</del> with reputable sports and news writers. Meals and talent fees are on account of the winning supplier. Minimum number of reporters: Five (5) Supplier shall be required to organize the event and submit a printed copy (tear sheet) of the news articles, whether published on broadsheet or tabloid, every month.</p> <p>Covered Period: <del>April 15-</del> <del>November 30,</del> <del>2021</del></p>		<p><del>Every 20<sup>th</sup> to the 30<sup>th</sup> or last day of the month. This is to give leeway for data gathering and writing as some newsworthy events may happen at the end of the month.</del></p> <p>Deliverables: <del>Project start on April 15, 2021 end on November 30, 2021</del></p>	<p>Once a month news conference at the GAB Main Office in Makati or via online for a period of <b><u>seven (7) months</u></b> with reputable sports and news writers. Meals and talent fees are on account of the winning supplier. Minimum number of reporters: Five (5) Suppliers shall be required to organize the event and submit a printed copy (tear sheet) of the news articles, whether published on broadsheet or tabloid, every month.</p> <p>Covered Period: <b><u>May 2021-</u></b> <b><u>November, 2021</u></b></p>		<p><b><u>Submit the proposed schedule of the interview to determine the availability of the members of the Board or authorized representative of the latter.</u></b></p> <p>Deliverables: The execution of the plan/project shall start on <b><u>May 01, 2021 and shall end on November 31, 2021.</u></b></p>
<p>Digital information campaign and/or advertisement posted on Facebook and official website of a reputable online media platform. The supplier shall</p>		<p><del>Every 20<sup>th</sup> to the 30<sup>th</sup> or last day of the month. This is to give leeway for data gathering and writing as some newsworthy events may happen at the end of the month.</del></p>	<p>Digital information campaign and/or advertisement posted on Facebook and official website of a reputable online media platform. The</p>		<p><b><u>Every 20<sup>th</sup> day or last day of the month.</u></b> This is to give leeway for data gathering and writing as some newsworthy events may happen at the end of the month.</p>

<p>be required to advertise the agency's logo, mission, vision, and other important announcements for a period of <del>eight (8) months</del>. Minimum number of postings: <del>eight (8)</del> Specification of the official logo: 4" x 4"; colored</p> <p>Covered Period: <del>April 15- November 30, 2021</del></p>		<p>Deliverables: Project start on <del>April 15, 2021</del> <del>end on November 30, 2021</del></p>	<p>supplier shall be required to advertise the agency's logo, mission, vision, and other important announcements for a period of <b><u>seven (7) months.</u></b> Minimum number of postings: <b><u>seven (7)</u></b> Specification of the official logo: 4" x 4"; colored</p> <p>Covered Period: <b><u>May 2021- November, 2021</u></b></p>		<p>Deliverables: The execution of the plan/project shall start on <b><u>May 01, 2021 and shall end on November 31, 2021.</u></b></p>
<p>Once a month Facebook post BOOSTING services using GAB official page for a period of <del>eight (8) months</del>.</p> <p>Minimum amount: P2,000/month</p> <p>Covered Period: <del>April 15- November 30, 2021</del></p>		<p><del>Every 20<sup>th</sup> to the 30<sup>th</sup> or last day of the month.</del> This is to give leeway for data gathering and writing as some newsworthy events may happen at the end of the month.</p> <p>Deliverables: Project start on <del>April 15, 2021</del> <del>end on November 30, 2021</del></p>	<p>Once a month Facebook post BOOSTING services using GAB official page for a period of <b><u>seven (7) months.</u></b> Minimum amount: P2,000/month</p> <p>Covered Period: <b><u>May 2021- November, 2021</u></b></p>		<p><b><u>Every 20<sup>th</sup> day or last day of the month.</u></b> This is to give leeway for data gathering and writing as some newsworthy events may happen at the end of the month.</p> <p>Deliverables: The execution of the plan/project shall start on <b><u>May 01, 2021 and shall end on November 31, 2021.</u></b></p>
<p>Printed information campaign materials/ pamphlet <del>Number of Copies: 100 pcs</del> Paper: 8.5" x5.5"; Substance 25 No. of pages: 50 pages, the layout and/or design shall be prepared by the</p>	<p><del>100 pcs</del></p>	<p>First week of September 2021</p>	<p>Printed information campaign materials/ pamphlet <b><u>Number of Copies: 150 pcs</u></b> Paper: 8.5" x5.5"; Substance 25 No. of pages: 50 pages, the layout and/or design shall be prepared by the</p>	<p><b><u>150 pcs</u></b></p>	<p>First week of September 2021</p>

supplier: colored and glossy cover (front & back) and colored photos & logo on selected pages; Font style: Times New Roman; font size: 11			supplier: colored and glossy cover (front & back) and colored photos & logo on selected pages; Font style: Times New Roman; font size: 11		
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<b>REFERENCE</b>	<b>AMENDMENT/CHANGE/ CLARIFICATION</b>
<b>Pages 34 - 36 Technical Specifications</b>	
<b>Specification</b>	<b>Specification</b>
<p>Once a month LIVE TV interview for a period of <del>eight (8) months</del> of any member of the Board and/or GAB representatives with a reputable TV station and news anchor. The station must also have a high number of viewers.</p> <p>Coverage: Nationwide and with corresponding Facebook or YouTube livestreaming</p> <p>Duration: <del>5 minutes</del></p> <p>Timeslot: Primetime Slot (11:00 A.M. to 12:00 nn or 6:00 PM)</p> <p>Covered Period: <del>April 15–November 30, 2021</del></p>	<p>Once a month LIVE TV interview for a period of <b>seven (7) months</b> of any member of the Board and/or GAB representatives with a reputable TV station and news anchor. The station must also have a high number of viewers.</p> <p>Coverage: Nationwide and with corresponding Facebook or YouTube livestreaming</p> <p><b><u>Duration: 7 to 8 minutes</u></b></p> <p>Timeslot: Primetime Slot (11:00 A.M. to 12:00 nn or 6:00 PM)</p> <p>Covered Period: <b><u>May 2021- November, 2021</u></b></p>
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<p>Once a month news conference at the GAB Main Office in Makati or via online for a period of <del>eight (8) months</del> with reputable</p>	<p>Once a month news conference at the GAB Main Office in Makati or via online for a period of <b>seven (7) months</b> with reputable</p>

<p>sports and news writers. Meals and talent fees are on account of the winning supplier.</p> <p>Minimum number of reporters: Five (5) Suppliers shall be required to organize the event and submit a printed copy (tear sheet) of the news articles, whether published on broadsheet or tabloid, every month.</p> <p>Covered Period: <del>April 15– November 30, 2021</del></p>	<p>sports and news writers. Meals and talent fees are on account of the winning supplier.</p> <p>Minimum number of reporters: Five (5) Suppliers shall be required to organize the event and submit a printed copy (tear sheet) of the news articles, whether published on broadsheet or tabloid, every month.</p> <p>Covered Period: <b><u>May 2021- November, 2021</u></b></p>
<p>Digital information campaign and/or advertisement posted on Facebook and official website of a reputable online media platform. The supplier shall be required to advertise the agency’s logo, mission, vision, and other important announcements for a period of <del>eight (8) months</del>.</p> <p>Minimum number of postings: <del>eight (8)</del> Specification of the official logo: 4” x 4”; colored</p> <p>Covered Period: <del>April 15– November 30, 2021</del></p>	<p>Digital information campaign and/or advertisement posted on Facebook and official website of a reputable online media platform. The supplier shall be required to advertise the agency’s logo, mission, vision, and other important announcements for a period of <b><u>seven (7) months</u></b>.</p> <p>Minimum number of postings: <b><u>seven (7)</u></b> Specification of the official logo: 4” x 4”; colored</p> <p>Covered Period: <b><u>May 2021- November, 2021</u></b></p>
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### **SCHEDULE OF PAYMENT**

Upon completion and submission of billing for the completed project.  
Payment is based on the winning bidder’s bid price divided to seven (7) months.

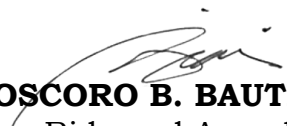
First payment	Two (2) completed project (May and June 2021)	payment date July 2021
Second Payment	Two (2) completed project (July and August 2021)	payment date September 2021

Third and last payment	Three (3) months completed project (September, October and November, 2021)	payment date December 2021
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**Date of Publication:** April 05, 2021

For guidance and information of all concerned.

For further inquiries, you may coordinate with the Bids and Awards Committee Secretariat at Tel. No. 8812-57-13 or email at: bacsec@gab.gov.ph

  
**DIOSCORO B. BAUTISTA**  
 Chairperson, Bids and Awards Committee

  
**MARISSA B. SO**  
 Vice-Chairperson

  
**SAMUEL L. MAPILE**  
 Member

  
**JACKIE LOU C. ORNIDO**  
 Member

  
**JAN KENNER B. SO**  
 End-user